



The Commonwealth of Massachusetts
Executive Office of Health and Human Services
Department of Public Health
250 Washington Street, Boston, MA 02108-4619

DEVAL L. PATRICK
GOVERNOR

TIMOTHY P. MURRAY
LIEUTENANT GOVERNOR

JUDYANN BIGBY, MD
SECRETARY

JOHN AUERBACH
COMMISSIONER

November 30, 2007

Dear Station Manager,

The Massachusetts Department of Public Health (MDPH) is launching a statewide educational campaign for the general public that will build upon and complement ongoing efforts for both seasonal influenza prevention and pandemic planning in the Commonwealth. This year's initiative aims to build on past work to educate the public and introduces information about caring for people with the flu at home.

The initiative is titled ***Flu: What You Can Do – Caring for People at Home***. The primary objectives are:

- To increase knowledge about seasonal and pandemic flu;
- To increase knowledge about how to prevent transmission of influenza;
- To provide information about caring for persons with influenza at home; and
- To decrease surge on the medical system by educating the public about symptoms that can be addressed at home and symptoms that indicate the need for medical care.

A major component of the initiative is statewide distribution of educational materials (video and booklet).

MDPH is looking for your help in distributing this information to the public. Please include the enclosed 22-minute video in an appropriate section of your programming to reach members of your community. The video presents information on flu symptoms and how they can be treated at home, the steps that individuals can take to be prepared to care for a loved one at home, and when to seek medical advice.

Please note the following technical details:

- Video length: 22 minutes
- Lead time: 2 seconds
- Requested start and end date for broadcasting: December 1, 2007 through March 31, 2008

The enclosed booklet is also being distributed to key public health partners as a tool for educating the public. The booklet provides a more detailed level of information in line with the video. If you would like to make copies of the booklet available in your studio or station office, the attached order form enables you to order additional copies.

The booklet and additional information related to seasonal and pandemic flu are also available on the MDPH website at www.mass.gov/dph/flu. The video will be posted by the end of November. A Spanish translation of the video is in process and will be available online in February 2008.

Thank you in advance for your assistance in educating Massachusetts residents about the flu and flu care at home. We appreciate your support in furthering public health and preparedness in the Commonwealth. If you have questions about the campaign please contact Kathryn Troyan at Policy Studies Inc. at 617-354-2248.

Sincerely,

John Auerbach
Commissioner